

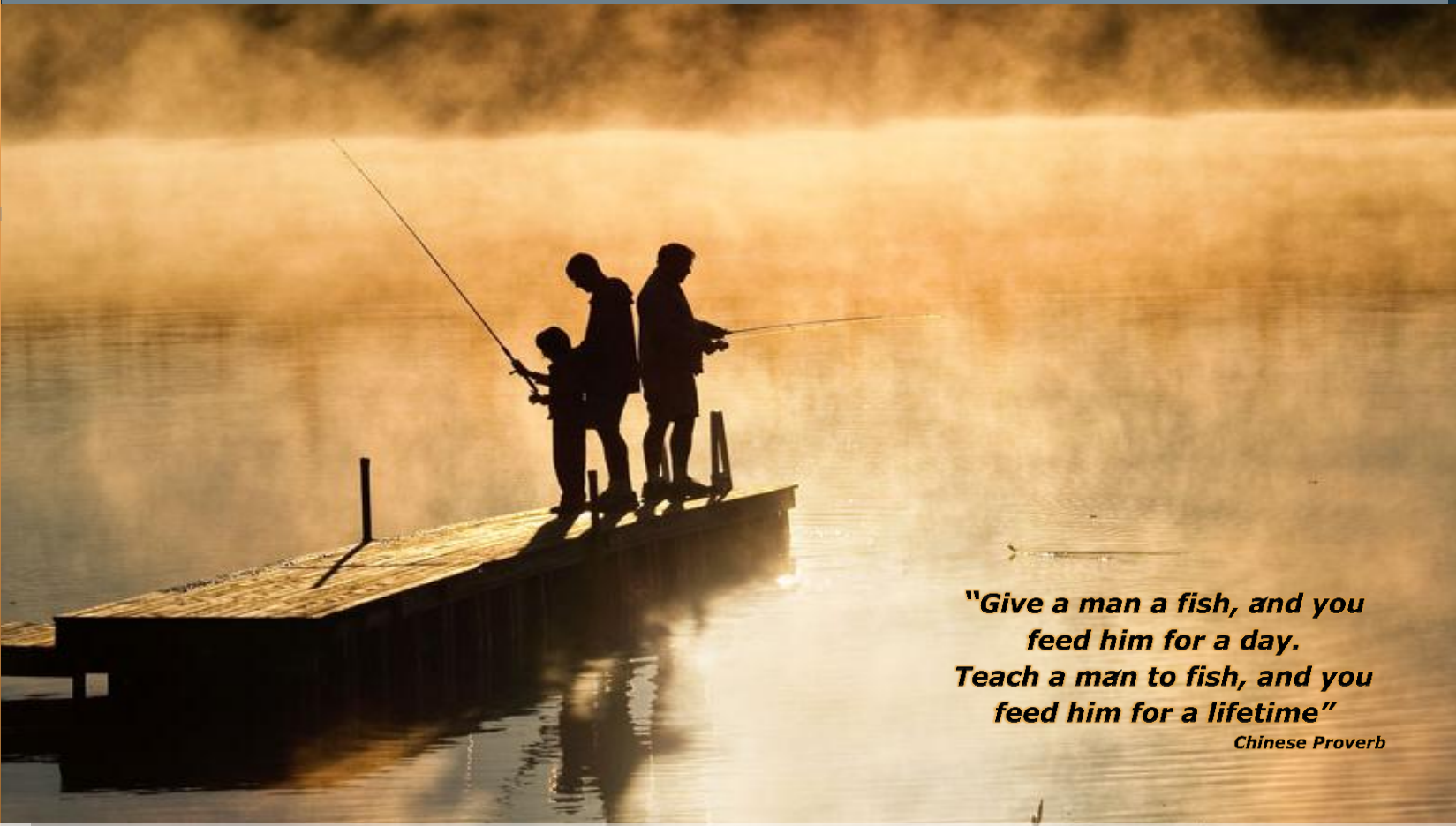
Thank you to our Community Partners and Sponsors



Team Sustainability



SIFE Clarenville
2011/2012 Annual Report



**"Give a man a fish, and you
feed him for a day.
Teach a man to fish, and you
feed him for a lifetime"**
Chinese Proverb




Sherry Smith – SIFE President


Maisie Caines - Campus Administrator


Deidra Strowbridge - Faculty Advisor

MISSION: To make a social, economic and environmental difference within our community.

Financial Education



Student Investment Matters (SIMS)

Project Overview

SIMS begins teaching financial literacy to children as young as age 5, up to and including college students.

1. Cents-ible Thinking (3rd Year)
2. Kids Save
3. Raised for Richness (1st Year)
4. Managing Your Money (2nd Year)
5. Financial Matters



Project Overview

The purpose of the reaching out program is to prepare trades students for employment and help families on low incomes make healthy choices.

1. Skilled Trades Employment Preparation (STEP)
2. Healthy Living for Families on Low Incomes

Economic, social and environmental factors addressed

- ✓ Limited understanding of money (*Economic*)
- ✓ Lack of business knowledge (*Economic*)
- ✓ Inability to make a financial plan (*Economic*)
- ✓ Difficulties with increasing cost of living (*Social*)
- ✓ Lack of financial education in schools (*Social*)
- ✓ Little focus on the importance of being a green business (*Environmental*)

Audience Empowerment

- ✓ Partnered with Eastern Health to develop community needs.
- ✓ Developed activity booklets and templates covering financial literacy -to reinforce skills taught.
- ✓ Provided an opportunity to plan and operate a business.
- ✓ Distributed cookbooks detailing healthy inexpensive recipes.
- ✓ Creating stepping stones to achieve employment.

Applied business and economic concepts and an entrepreneurial approach

- ✓ Taught business and economic concepts such as accounting and marketing to help run a successful business.
- ✓ Applied human resource skills to prepare for employment.
- ✓ Taught skills needed to become financially independent.
- ✓ Created projects to meet changing community needs.

Improved the quality of life and standard of living of our audience

- ✓ Reached over **100 students** to teach financial literacy programs increasing their confidence with monetary solutions.
- ✓ **35%** increase in knowledge through the SIMS program
- ✓ Transferred skills and knowledge to **6 youth** to start and run their own environmentally friendly business.
- ✓ Implemented seminars to provide **95 students** with employment preparation skills for financial independence.
- ✓ Scheduled to educate **32 families** on how to live healthy and use the skills needed to make wise financial decisions.

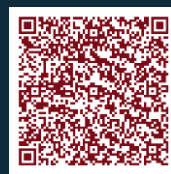


Entrepreneurship



Project Overview

To teach small businesses how to apply Social Media Platforms to attract, maintain and communicate with clients while maximizing revenue.



Economic, social and environmental factors addressed

- ✓ Trouble growing business through the slow winter season (*Economic*)
- ✓ Lack of understanding of Social Media Platforms – Facebook, Twitter, YouTube, LinkedIn (*Economic*)
- ✓ Lack of confidence in Social Media skills (*social*)
- ✓ Reduction in the amount of disposable materials traditionally used for attracting clients (*environmental*)
- ✓ Lack of mentorship for entrepreneurs (social)

Audience Empowerment

- ✓ Partnered with Business Advisory Board to determine groups in need.
- ✓ Developed training materials for participants to serve as a reference guide once sessions were completed.
- ✓ Created sustainable partnerships to ensure long- term empowerment of program beneficiaries.
- ✓ The program beneficiaries learned how to identify, address and utilize social media techniques on their own.

Applied business and economic concepts and an entrepreneurial approach

- ✓ Taught business and economic concepts such as: marketing, marketing research, profit margin and cost reduction to help participants gain the skills required to operate a successful business.
- ✓ Created a program that was tailored to meet the needs of the participants.

Improved the quality of life and standard of living of our audience

- ✓ Improved the quality of life of participants by increasing their confidence in using Social Media. This enables them to become self-sufficient, giving them a sense of purpose and general life satisfaction.
- ✓ Improved the standard of living of participants by
 - Expanding customer reach by 52%
 - Analyzing traffic to capture data on visitors for marketing initiatives to increase revenue
 - Understanding customer demographics



Let's Can Hunger

Project Overview

Realizing that five of Newfoundland's most poverty stricken communities are served out of Clarenville's food bank, we set out to:

1. Increase awareness of hunger in our region
2. Increase the amount of donations to our local food bank
3. Empower those in need to defeat the cycle of poverty

Economic, social and environmental factors addressed

- ✓ Taught families on low incomes how to live healthier on a limited budget (*Economic*)
- ✓ Educated the community about the need for increased support of our local food bank (*Social*)
- ✓ Worked with our local senior citizens in the development of Clarenville's first community garden (*Environmental*)

Audience Empowerment

- ✓ Taught seniors to set up and manage a community garden, giving them the ability to become involved in our community
- ✓ Provided families with the skills needed to live healthier on a limited budget

Applied business and economic concepts and an entrepreneurial approach

- ✓ Developed a marketing campaign to promote our local food bank and increase donations
- ✓ Taught families how to budget their monthly expenses

Improved the quality of life and standard of living of our audience

- ✓ Assisted low income families to better manage their expenses and how to live healthier
- ✓ Increased the amount of support and donations made to our local food bank



Projects

Food Drives

- Trick or Eat
- Campus Food
- Turkey Drive
- Spring Food Drive

Mitten Tree

Pie Throwing Contest

Donation Cans

Bagging up Hunger

Clarenville Community Garden

Putting Hunger on Display

- College Orientation Kits
- Facebook
- Information Pamphlets